

Toyota Hits Four Million Unit Global Sales Milestone for Hybrids

May 22, 2012

TORRANCE (May. 22, 2012) – Toyota Motor Corporation (TMC) in Japan announced its global hybrid vehicle sales totaled four million units through April 2012.

Toyota currently sells 18 hybrid passenger vehicles in 80 countries and regions around the world. This year, hybrid vehicle accounted for 15 percent of TMC's global vehicle sales. Prius, Toyota's first hybrid passenger car, went on sale in Japan in 1997. Hybrid technology was later introduced to the U.S. in 2000 with the arrival of the Prius.

Since then, the Toyota Division of Toyota Motor Sales (TMS), U.S.A. sold 1.5 million hybrid vehicles in the U.S., accounting for 65 percent of all hybrid vehicles sold in the region. Prius, the iconic hybrid brand, comprises half of all hybrids on the road in the U.S. with sales totaling 1.2 million units through April 2012.

The expansion of the Prius has been successful in the U.S. since the Prius v was introduced in to the market in November 2011 followed by Prius c and Prius Plug-in during the first quarter 2012. In that time, Prius family sold 60,859 units in the U.S.

"All of us at Toyota would like to sincerely thank our customers, who have made Prius the best-selling hybrid in the industry," said Bob Carter, group vice president and general manager, Toyota Division. "While we're proud of this accomplishment, we are not stopping here as hybrids will continue to be a core technology for Toyota."

In addition to the Prius Family, Toyota's other U.S. hybrid models include versions of the Camry and Highlander, which feature larger displacement applications of Toyota's Hybrid Synergy Drive.

Toyota calculates that the total number of its hybrid vehicles sold globally since 1997 have produced to approximately 26 million fewer tons of CO₂ emissions than would have been emitted by gasoline-powered vehicles of similar size and driving performance.